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Newsletter

National Federation of Local Cable Programmers

Seabrook Video Collective Documents Occupation

Jeff Dunn

by Sallie Fischer

On April 30, 1977 opponents of nuclear power staged a non-violent occupation of the nuclear power plant site at Seabrook, New Hampshire. The Clamshell Alliance, an umbrella organization of anti-nuclear groups, organized the occupation, which resulted in the mass arrest of 1414 people.

Several weeks prior to the event, a collective of video producers from New England and New York formed to document the occupation with half inch video. Sallie Fischer, Northeast Regional Coordinator for the NFLCP, was in close contact with the group before, during, and after the occupation and became excited by their work.

This article is the result of that contact as well as several more recent conversations with collective members Jay April, Debbie Dorsey, Phyllis Joffe, Kelley, Sally Kingsbury, Robbie Leppzer and David Skillicorn.

"We all had the same interest in doing this — we were all against nuclear power, and we were all interested in doing video," said video collective member Debbie Dorsey.

Jay April had planned to go to Seabrook to do some taping by himself and was excited about being able to work with a group.

"We were all against nuclear power, and we were all interested in doing video."

"I was sick and tired of people's misinformation about nukes. They don't know a damn thing about nukes, and if we could do anything to show people the real story about nukes, then



Some members of the collective on location at the Seabrook nuclear site. Front (L to R), Debbie Dorsey, Sallie Kingsbury, Kelley; Rear (L to R), Paul Andrew, Phyllis Joffe, Dave Skillicorn, Don Michak, Charles Tesch, Jim Jones.

we were going to do it."

Phyllis Joffe sent a letter to a number of video people in New England asking for a coordinated effort in videotaping the Seabrook occupation. And so, the collective was born.

"From there it branched out," said Robbie Leppzer. "We got people from all over New England — through contacts in the NFLCP and people Phyllis and David (Skillicorn) knew."

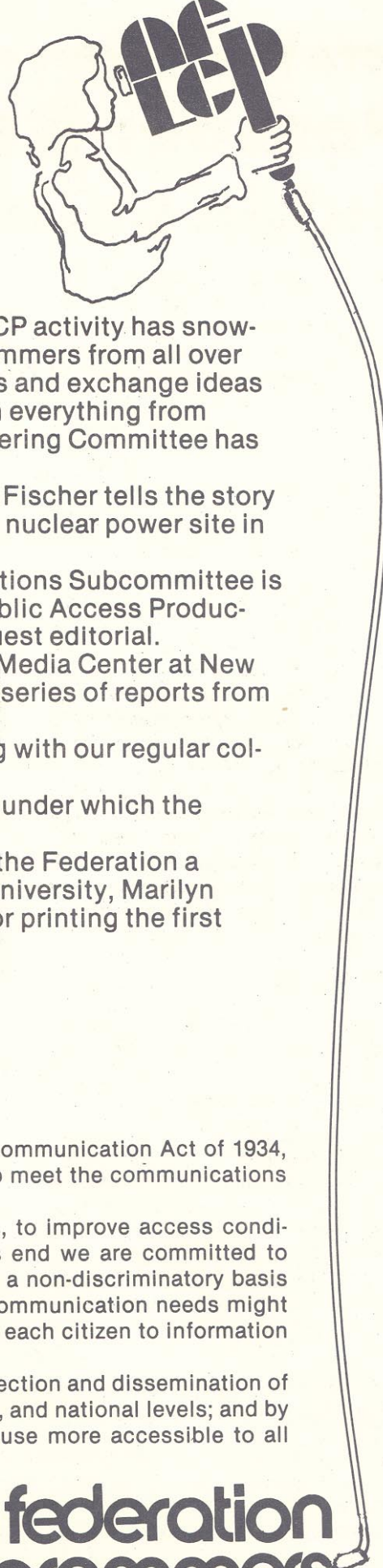
Planning and Strategy

Planning and strategy were crucial. The group faced the problem of figuring out how to approach the taping, as well as pulling together enough equipment to do the job. The equipment came — from Massachusetts, Connecticut, New Hampshire, Vermont, and New York. Keeping in mind the need for good technical quality, the collective insisted that all equipment meet minimal standards.

Members of the collective convened several times in the weeks before the

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Letter from the Editors



Dear Reader:

Welcome to the second issue of the *NFLCP Newsletter*. NFLCP activity has snowballed since our first issue hit the mails in April. Cable programmers from all over the country have come together to discuss common problems and exchange ideas in regional and subregional meetings. Committees to work on everything from Advocacy to Finance have been formed. And the National Steering Committee has kept up the pace with work on incorporation and philosophy.

In this issue NFLCP Northeast Regional Coordinator Sallie Fischer tells the story of the unique documentary approach to the occupation at the nuclear power site in Seabrook, New Hampshire (see cover story).

The controversial Possner report to the House Communications Subcommittee is the topic of several articles in this issue. Mickey Brandt of Public Access Productions in Vineland, New Jersey, offers his interpretation in a guest editorial.

Also in this issue George Stoney, Director of the Alternate Media Center at New York University, reports on access in Belgium — the first of a series of reports from his round-the-world tour of public access.

These are some of the highlights in our second issue, along with our regular columns and other features.

As promised in our last issue, a draft statement of purpose under which the NFLCP is currently operating appears below.

Again, thanks to all whose help and inspiration have made the Federation a reality. Special thanks to Alternate Media Center, New York University, Marilyn Rudick (Cable Television Information Center), Jay McCune, for printing the first issue, and STAND, Inc., for distributing the first issue.

Sincerely,

The Editors

STATEMENT OF PURPOSE

Prompted by an increasing need to expand public access rights (e.g., Communication Act of 1934, CATV rulings and regulations), the NFLCP was organized in 1976 to help meet the communications needs of people on a local community level.

The goals of the organization are to preserve people's access rights, to improve access conditions, and to achieve active citizen participation in the media. To this end we are committed to contacting and incorporating all those dedicated to these principles on a non-discriminatory basis and to seeking out minority and other special interest groups whose communication needs might otherwise be overlooked. We are pledged to uphold the inherent right of each citizen to information via all media.

It is our hope to achieve these goals by serving as a center for the collection and dissemination of pertinent information; by engaging in advocacy efforts on local, regional, and national levels; and by providing support to those who seek to make information and media use more accessible to all people.

**national federation
of local cable programmers**

Possner Report Frightens Cable Leaders

A young woman with only a few years of experience in communications has touched off a battle that may significantly influence the House Communications Subcommittee's rewrite of the 1934 Communications Act.

Karen B. Possner, 29, staff assistant to the Subcommittee, wrote a 37-page evaluation of the regulatory options for cable television that sources say has brought down the wrath of the National Cable Television Association (NCTA).

NCTA protest centers on Possner's suggestion that cable be regulated as a common carrier.

"We don't think the report is necessarily bad," said Thomas Wheeler, executive vice-president of the NCTA, "we are not looking for a battle — we support the rewrite."

However, Wheeler added that he considers Possner's analysis of a common carrier option for cable to be "in error." He said the NCTA is preparing a formal reply.

The Common Carrier Option

Common carrier status for cable television would mean that cable systems would supply channels at fixed rates to

anyone who wanted access. The cable company could only use a few channels for its own programming services. This kind of regulation would separate the operator's control of both content and access. Hence, the term "separation policy" as a synonym for "common carrier."

The ultimate affect of the Possner report on the actual rewrite is questionable. Sources close to the Subcommittee say the report was less complete and not as well written as many of the other "options papers" released in May.

However, the volatile combination of Possner's statements and the industry's opposition to them could create a standoff similar to the one which held up Congressional approval of copyright legislation for more than ten years.

Possner's Reaction

Possner's reaction to cable industry hostility is one of mild amusement. Interviewed recently in *Cable Vision* magazine, she said, "I'm a little surprised at the reaction this discussion has had, and I wish more industry representatives who have been doing most of the reacting will just sit back and think about what it all means instead of just automatically jumping out of their chairs and screaming."

Possner also said cable spokesmen use "too much rhetoric" and "too little reasoning" when discussing issues

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Special thanks to: Susan Siens (typesetting), Urban Planning Aid, Nick Thorkelson (drawings)

Bottom Up or Top Down? Access in Belgium

by George Stoney

The different shape access takes when it grows out of a community-based movement and is not the result of a decision made by top managers and political theorists has always fascinated me. Last May on a visit to Belgium I got a glimpse of these two different forms of public access to the electronic media, which I would like to share with the NFLCP Newsletter readers.

The Belgian government controls and manages broadcasting. However, strong signals from France, West Germany, Holland and England, as well as many commercial radio and television stations in Luxembourg, are also available to the majority of the more than 11,000,000 people living in Belgium



today. This competition forces the Belgian broadcasting authority to work hard to reach its own people. The task is complicated further by a language split that has the French-speaking and the Belgian-speaking halves of the population tuning into different frequencies.

Obviously, emphasizing local interests is one way for the Belgian broadcasting authority to win its own audi-

ence. A considerable effort to do so has already been made in radio. But there has been much less effort to localize television programming because "it costs too much." Where have we heard that before?

My host was puzzled by our interest in non-broadcast uses of video. How did this tie in with our mandate to experiment with cable?

In Liege

Belgium's Broadcasting Authority initiated a trial run of the access idea in Liege after listening to a lot of talk about access at international conferences and reading a lot of theoretical writing in the European press.

frame the tape, which had examples of local programming from access centers around the country (Aspen, York, Dover, Madison, etc.) as we spoke, and explained how each center is organized and supported.

My host was puzzled by our interest in non-broadcast uses of video. How did this tie in with our mandate to experiment with cable? Grassroots' "Land Use Planning" tapes, for example, which were used in closed circuit for several months before being broad-

cast, seemed much too expensive a model to our Belgian friend. In contrast, access in Liege operates with a full time producer and professional sound recording assigned to each program effort.

But most of all, the Liege access coordinator was astonished by our apparent freedom to deal with politically significant issues. When we paused to talk about how Ann McIntosh and her colleagues in Revere had covered the local scene when candidates Jimmy Carter, Henry Jackson and the rest visited their town, he told me his access operation had been closed down six weeks before the last election "to avoid any possible partisan comment." That was my cue to be astonished, as he explained that the people in Belgium take their politics quite seriously!

Brussels

Brussels was the scene of the other access operation I visited in Belgium. As yet confined to closed circuit use in the French-speaking sector, the Brussels access operation is based in a private (but government subsidized) organization. Called "Mediatheque," the access organization began in the 1950s to make "good" music recording available to the people via low weekly rentals from widely scattered libraries. Today Mediatheque has 110 employees and serves almost every hamlet, renting from a collection that includes everything from jazz to poetry, rock and drama. In the 1960s Mediatheque also began a recording service for local folk groups and choirs and now offers distribution service as well.

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The Liege access manager and I spent an afternoon comparing programs and access experiences. At that time, the Liege access experiment was operating for a few hours each weekend. It seemed to be an exhausting effort on the part of a sizeable staff. We reviewed the tape that Bob Pinto (AMC staff) and I had put together in August 1976 for presentation to the Congressional Subcommittee. I froze

Access Profiles

by Mickey Brandt

NFLCP Region: Midwest

Access Coordinators:

Julie McCawley
Susan Tener

Organization:

Video Action Center
P.O. Box 146
Columbus, IN 47201

Cable System:

Columbus Cablevision

stepped in to save the day. According to Stadler, they saw a pressing need to make access in Columbus work for Columbus and not for the egos of videomakers.

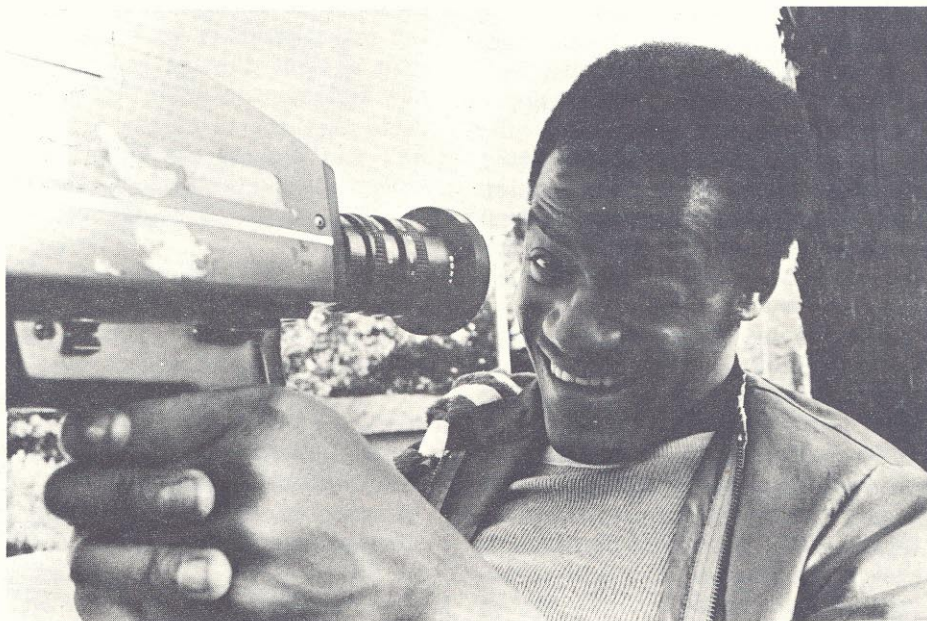
"It's a question of whether video access should reflect the community or whether it should inject things that aren't there," says Stadler. His

p.m., followed by three or four more hours of programming. VAC owns a library of over 500 tapes which are aired during request hours.

VAC's relations with Columbus Cablevision, now a subsidiary of Cox Communications, Inc., are uneven. According to Tener, they range from cooperation to confrontation.

Tener says Cox is still taking a "wait and see" attitude toward access.

If community interest and support is



Art Driver Jr. of VAC Practices Camera Technique

Internationally renowned for its modern architecture, Columbus, Indiana also houses an access center which reflects the characteristic local modernity. Video Action Center (VAC) coordinators Susan Tener and Julie McCawley oversee a structure modelled on the collective community-based approach. According to board member Fred Stadler, "VAC operates like any other small business. It's a matter of building an audience, finding support, and using a rational approach to long-range planning."

Unfortunately, access was not always so successful in Columbus. Initial funding came from the philanthropic Cummins Engine Company, with the Irwin Miller Sweeny Foundation acting as a conduit. The Miller family has donated large sums towards building the fine Columbus architecture and supporting many diverse community organizations.

With a large amount of foundation money to spend, programming in Columbus was widespread from the start. However, little thought was given to the future, to building community support and strengthening ties with supplementary funding sources. The result was the "flash phenomenon": an initial burst of enthusiasm, followed by a loss of interest and little permanent community communications.

After this initial abortive stage, a new staff and board of directors

answer, and the one now accepted at the Center, is the former. After coming close to closing down several times, access seems to have come successfully "back home." Both programming and community awareness in Columbus are now flourishing.

VAC leases the access channel from Columbus Cablevision for one dollar a year. The Center occupies the rear of an abandoned funeral parlor. In return for managing the building, VAC pays no rent. The VAC staff of three full time workers and two WIN employees (one funded by the Comprehensive Employment and Training Act) raises funds in a variety of ways. Equipment rental, fund raisers, program sponsorships, project grants and tape making keep VAC in the black.

The salaried staff produces all programming in close cooperation with the community, along with many regular volunteers. Program hours begin with three hours of request time at 3

any evidence, there is not much longer to wait. Access has arrived in Columbus. ■

We, at the NFLCP, feel that there is a need for all cable programmers to be more aware of successful public access experiments throughout the country. And while this need is great, a far greater one is for policymakers at the FCC and in the Congress to learn about these programming efforts on cable television.

While there is no formula to develop access, at least not one that can be successfully transferred from community to community, it should be useful at this point in the development of alternatives in cablecasting to take a look at some samples.

The author welcomes feedback. Please send comments directly to 76 South Spring Road, Vineland, NJ 08360.

Legal Briefs

by Steven Vedro

Capitol Hill is buzzing with activity as both houses take a closer look at cable television. On the House side, the Communications Subcommittee, chaired by Congressman Lionel Van Deerlin (D-California), is proposing a "basement to attic review" of the Communications Act of 1934. Many lawmakers say the outdated legislation needs a complete overhaul. The most recent advances in telecommunications — pay television, fiber optics and satellites — are worlds apart from the television technology that existed when the Act was written.

Meanwhile, the Senate Communications Subcommittee, chaired by Senator Ernest Hollings (D-South Carolina) continues to push for new legislation to spell out the precise degree of control the FCC should exert on the cable television industry.

Access: An Historical Perspective

So, where does cable access fit into the picture? Local cable access has been quietly fulfilling a major goal of the 1934 Communications Act that over-the-air television has largely ignored — that of providing a local means of community expression. The 1934 Act attempted to require both a "nationwide and local broadcast service." But as the television industry grew, local programming did not.

Basically, cable television took up where the broadcast industry left off — by filling in the gaps in local broadcast television service. Broadcast television was unable to spread out one-to-a-community like the radio industry before it, because television production and operation are very costly. Instead, over-the-air television settled into major urban markets with large audiences, plenty of advertising dollars and access to network lines. Cable television, however, brought some form of network selection to areas outside the

major markets, many of which could not financially support three network stations.

But cable television was largely overlooked until new technologies allowed the infant industry to become more than a giant antenna service. These new developments made it possible for cable television to import distant signals and provide pay programming. Only then did over-the-air television

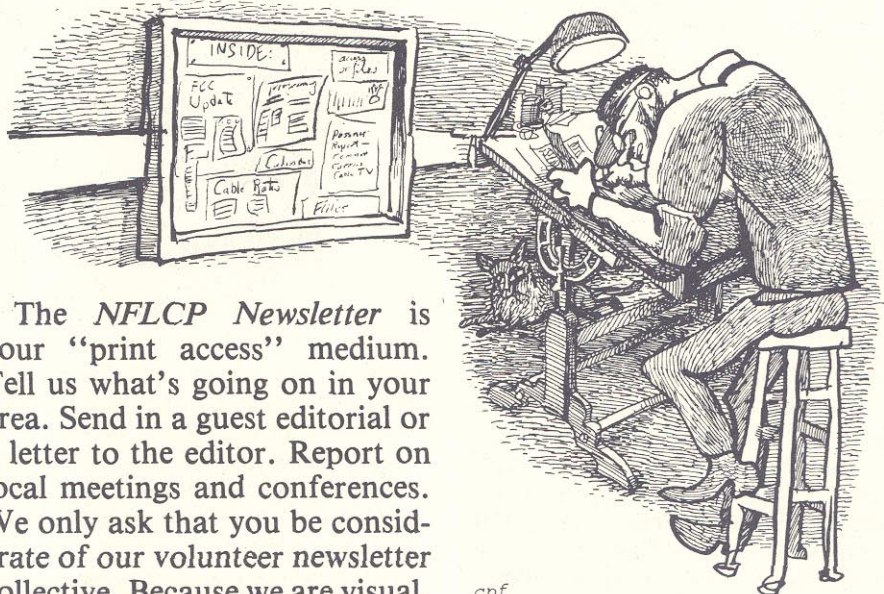
perceive its communications cousin as a threat.

In the mid-sixties, anti-cable television forces persuaded the FCC to "freeze" cable growth until the Commission could gauge the effects of this new communications industry on traditional television. The FCC lifted the freeze in 1972 with its "Third Report and Order." This ruling supported cable television's development in smaller cities and towns. But its arcane "Exclusivity and Non Duplication Rules," quotas on distant signal carriage and copyright provisions all but forbade cable television to enter the major television markets.

Ironically enough, the cable medium, which began by serving up more

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Write to the NFLCP Newsletter!



The *NFLCP Newsletter* is your "print access" medium. Tell us what's going on in your area. Send in a guest editorial or a letter to the editor. Report on local meetings and conferences. We only ask that you be considerate of our volunteer newsletter collective. Because we are visual, not verbal, people, we need your help to lessen the workload:

- Contributions must be *typed, double spaced* (preferably triple spaced).

- We welcome all types of articles, but ask that you label a commentary a commentary, a news article a news article, and a feature a feature, etc.

- Please avoid abbreviations whenever possible. Spell it out.

- Include your full name, address and telephone number

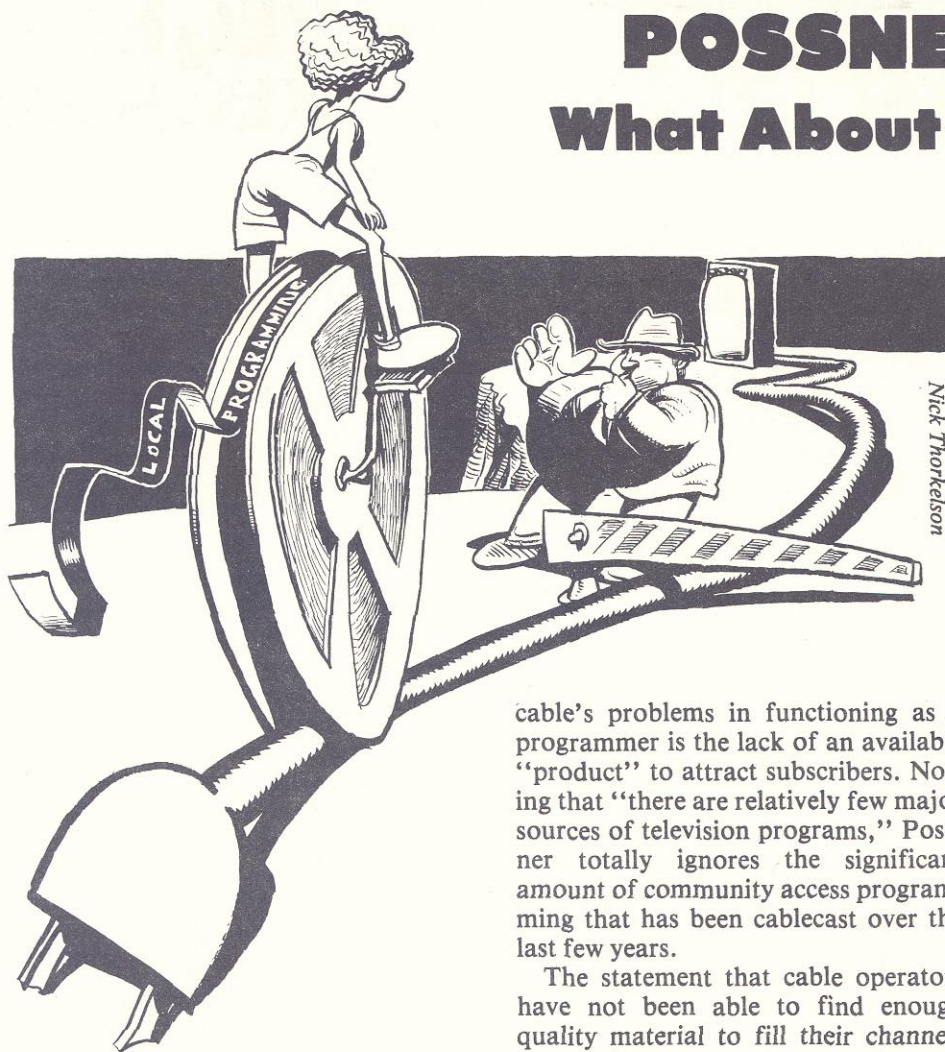
and keep your original copy. We may want to contact you if there are any questions regarding your article.

- Please send B&W photographs (5" x 7" or larger) and/or appropriate graphics to supplement your article if possible.

- Submit articles for the October/November newsletter no later than September 1st to: Box 119, Cambridge, MA 02142.

POSSNER REPORT

What About Public Access?



EDITORIAL

by Mickey Brandt

There is little mention of local cable programming in the 37-page "Possner Report" issued recently by the House Communications Subcommittee Staff, and only a single reference to public access. Although the author did a thorough job of covering the important issues in cable regulation, I must say that her treatment of access programming was inadequate, and her lack of information about the community access experiences quite apparent.

This is the main choice that Possner puts before the Committee — to decide for good whether or not cable is primarily a distribution service or a programming service. The aim is to end much of the damage that has been done by a "hybrid" system of regulation. In her discussion of the programming option, Possner says one of

cable's problems in functioning as a programmer is the lack of an available "product" to attract subscribers. Noting that "there are relatively few major sources of television programs," Possner totally ignores the significant amount of community access programming that has been cablecast over the last few years.

The statement that cable operators have not been able to find enough quality material to fill their channels totally overlooks the fact that, in many systems, operators have actually *resisted* showing good quality access programming. NFLCP research has begun to document the surprisingly high number of cases where potential cable programmers have been unjustly criticized, stifled, and refused access to cable channels.

So, while restrictive FCC rules have prevented cable from showing some kinds of programming (notably first run films and sporting events), it is cable's own resistance that has inhibited the growth of community programming. And nowhere in the "options" Possner presents is there suggested a way to persuade cable operators to behave differently. Many systems are in fact *content* to be a distribution service. It is the task of our programmer's organization to stimulate them to begin instead to act as partners in the *creation* of alternative television services.

Possner's paper correctly states that the FCC regulatory burdens on cable

have been unfair in many areas, including the restriction of programming. Possner offers the "deregulation" option — letting market forces work to "allow cable to offer all the services it is technically capable of providing" without hindrance from the Commission. This is a fine option, but no discussion of the topic is complete without making some provision for access programming. As the new services begin to flow from the cable wires, someone had better make sure that not just the most profitable services go on the available channels. Support for nonprofit uses and the absolute reservation of channel space for local use *must* be guaranteed by law, because so far the industry has a dismal record on encouraging this on its own.

As Possner is quick to point out, her report does not recommend a specific course of action to the Van Deerlin Committee, but merely describes the alternatives available. It does seem, though, that she makes a strong argument in favor of common carrier status for cable. This "option" is what makes the Possner report so controversial in cable television circles. But, it also offers hope for some local programmers. Common carrier status may be a reasonable alternative — for then perhaps our programming efforts will receive some support.

But independent and nonprofit uses of channels, whether they be part of a multi-channel programming service or part of a common carrier distribution service, are not mentioned at all in the Possner report. It is important for the NFLCP to ensure that this oversight does not continue at the cable hearings in the fall. ■

We welcome responses to this editorial. Editorials with bylines represent the opinion of the writer, not necessarily that of the NFLCP or the NFLCP Newsletter. We will print guest editorials that address issues of concern to the NFLCP membership and the readers of the Newsletter in order to stimulate discussion and reader participation.

At this time, there are seven regional groups into which the membership of the National Federation of Local Cable Programmers is divided. All are newly developing, each in its own unique way. This column is the *NFLCP Newsletter's* forum through which each group may express and exchange ideas concerning their regional growth and development.

Now is the time for local cable programmers to develop strong ties through regional meetings. The Northeastern group, in an effort to develop regional awareness in formerly isolated cable producers, has adopted the practice of holding each conference in a different state.

Midwestern Region

Regional Coordinator:
Sue Buske
763 1/2 Chestnut St.
Dubuque, IA 52001
(319) 556-1009

The Midwestern group, because of the large geographic area which it covers, has found it more convenient at this time to divide into sub-regions so that all members will be equally able to attend regional meetings. Information concerning activities of these sub-regional groups can be obtained through: Sue Buske, 763 1/2 Chestnut St., Dubuque, IA 52001.

Midwest Subregional Meeting Bloomington, Indiana June 3 and 4, 1977

Several members of the Midwestern video community attended the first subregional meeting in Bloomington, Indiana on June third and fourth. Access producers from East Lansing, Michigan, Bloomington, Columbus, and South Bend, Indiana attended. Five types of access channels were represented, and, although many of the ideas were similar, methods and operational structures were found to differ significantly.

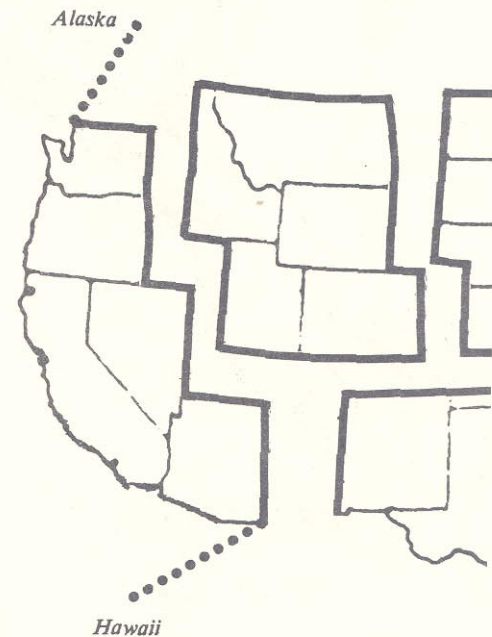
East Lansing, with six designated channels, has public, governmental, and educational access, and will soon add a channel originating from the library. Funding for these channels is provided by the cable company and the franchise fee through the East Lansing Cable Commission. The public and governmental channels operate with minimal staffs and rely on volunteers. The student government access group provides certain equipment and personnel. In East Lansing, the operations are more sophisticated than in either Bloomington, South Bend, or Columbus. The cable company provides a color studio, time base correction, and personnel. The access groups reflect a high level of community awareness and support.

Bloomington, a 12-channel system, has one community access channel, leased by the Monroe County Public Library. The channel, Channel 7, originates from the library and the City of Bloomington Municipal Building. It provides community, educational, and governmental access. Funding comes from the library, the cable company, a percentage of the franchise fee, and outside grants for special projects. Two full-time, two part-time, and three work-study people constitute the current staff. More than half of the programs are provided by people from the community trained in the use of half-inch black and white equipment. Training and equipment are provided free of charge. The Community Access Center and the public school system also have access to a color studio and mobile van. Future goals include upgrading the technical quality of cable-casting and increasing community awareness and support.

The Columbus Center is a nonprofit corporation that provides free use of black and white studio equipment to community groups and individuals, but charges for workshops and use of portable equipment. The Center will soon move to a facility provided by IVY Tech, an Indiana vocational school. Columbus' Channel 7 originates from the studio and the commons, a public area in a downtown shopping mall. The Center is funded through a local foundation, outside

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grants for special projects, and sponsored programs. The Center is currently seeking franchise fee monies and augments its central staff of two with CETA and SPEDY employees. The cable company contributes some equipment but no direct technical or financial support. The cable system needs to be upgraded, but community awareness is significant and a number of dedicated workers are committed to the continuation of the Center.



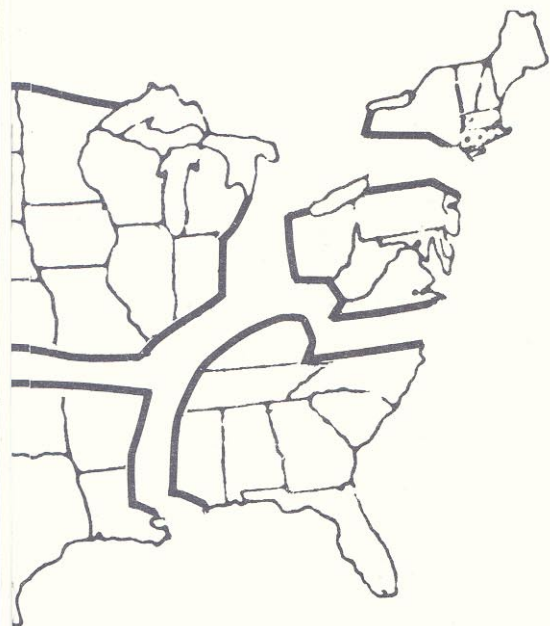
In South Bend, groups with video equipment and programming have access to a channel, but as yet no organization has been formed to provide active community access to the system.

After comparing notes on the different access operations, viewing tapes, talking shop, and touring Columbus, the group focused on the problems the Columbus Center is having obtaining use of franchise fee monies. The main suggestion, hopefully applicable to other access groups, was first to ask the

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city to create an official body (such as the Bloomington Telecommunications Council or the East Lansing Cable Commission) to seek, obtain, and distribute franchise fee funds. It was suggested that a statewide agency, such as the Minnesota Commission on Cable Communications, would be valuable to local governments establishing cable councils and local access centers. A need was expressed for the NFLCP to distribute information on different



models and to provide direct consultation for communities involved in the franchise process.

The possibility and feasibility of effecting changes in the current FCC regulations were another topic of discussion. The group reached a consensus that the NFLCP should work with the FCC to set minimum specific requirements for cable company support of community access channels.

—Don Smith

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Midwest Subregional Meeting Flora Park Barn Dubuque, Iowa June 4th and 5th

On Saturday and Sunday, June fourth and fifth, the Midwest subregion holds its first conference at the Flora Park Barn in Dubuque, Iowa. About 30 persons attended.

The first session was entitled "How to Start an Access Center." Nancy Jesuale of SAC-TV, Johnstown, Pennsylvania, and a member of the NFLCP National Steering Committee, served as the leader for the session. The session covered such areas as: what is access, why organize a nonprofit corporation, what are the pitfalls a group can fall into, and many others. Sue Smoller and Paul Beard of Madison, Wisconsin and Scott Spaine of Dekalb, Illinois provided some valuable insights from their personal experience on the reason access groups must be very thorough and precise in their organizing efforts.

After a break for lunch, the second session, "Funding: Local and Nonlocal" began with Elaine Larkin of the Iowa Arts Council and Philip Shively of the Iowa Board for the Public Humanities serving as session leaders. Larkin explained that the existing Iowa Arts Council programs have included little funding for video projects, primarily because of the lack of awareness of the potential of video and also because at this point there is no Iowa Arts Council staff person who has background and knowledge in the area of video. Sue Smoller of Madison explained the involvement of the Wisconsin Arts Board in video projects, which Larkin found most exciting. She also said she felt that in two years there would be more funding available for video projects through the Iowa Arts Council.

Philip Shively of the Iowa Board for the Humanities defined the concept of humanist and explained the importance of the academic humanist in all proposals submitted to the Humanities Board. Shively also said that the ultimate goal of the Board for the Humanities is to influence the everyday lives of the people. The board should also

bring the academic humanists out of the ivory towers and get them involved with day to day realities, Shively said.

Sue Buske, National Regional Coordinator of Coordinators for NFLCP, discussed briefly the role of the private foundation and also the potential of funding from local foundations. She also promised to provide a list of private foundations which fund video projects when it becomes available to her.

Smoller explained a very new computer service being developed by the Rural Development Services branch of the Department of Agriculture. When information regarding a grant proposal is fed into the computer, she said, it will provide a readout listing potential funding sources within the government and where to find details.

Information regarding this service is included in this issue (see Info Match-up). Smoller said the service may be available at congressmen's offices, through regional planning commissions or through the state extension services.

The second afternoon session entitled "Coping with Problems" began after a brief recess. Nancy Jesuale and Sue Buske discussed some of the day to day problems access organizers encounter. They said community education is a major problem. According to Jesuale and Buske, the process of outreach is an infinite one. They said outreach must never stop or the growth of an access center will stop and begin to decline.

Sue Smoller chaired the evening session, "Washington Topics: The FCC and House Subcommittee on Communications." Smoller explained how policy is established with the FCC. She emphasized the importance of the proper procedures in filing a comment or complaint with the FCC, but also emphasized the necessity of doing so only when the situation warrants. She said many groups are hesitant to file even when they do have firm grounds to stand on.

Jesuale explained NFLCP advocacy and discussed how important the Federation could be in the future in raising the awareness of people in Washington

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(continued from page 9)

so that future legislation might treat access more positively.

Sunday's first session, "Troubleshooting on Portable Video Equipment," was led by Jim Uskanvich, a video technician new to the Dubuque area. Uskanvich took apart a Portapak and identified video heads, brushes, and described their functions. He also answered many questions dealing with video hardware. Sue Buske spoke on troubleshooting Portapaks and handed out a troubleshooting sheet which has been used very successfully by Dubuque video users.

Buske also spoke about the necessity for supporting the Federation and urged all who attended to join.

The next meeting of the Midwest subregion will take place in the fall. Madison, Wisconsin was suggested as a possible site for the meeting. Members of the subregion will receive notification of the exact date, place, and time.

—Sue Buske

Northeastern Region

Regional Coordinator:

Sallie Fischer

P.O. Box 75

Derby, CT 06418

(203) 735-6203 (days)

(203) 735-7075 (evenings, weekends)

On Saturday, May 14th, the Northeast Region met at the Yale University Divinity School in New Haven, Connecticut. About 50 people attended the conference which included workshops as well as regional business.

The day began with "Funding Resources," a workshop led by Jean Rice of Northampton, Massachusetts. Others participating in the session discussed funding from cable systems, local government, foundations, and federally funded programs like CETA. Others ways of supporting access work were also presented.

Steve Vedro of Housatonic, Massachusetts and David Korte of Albany, New York led a workshop on "Washington Topics," which covered a lot of ground in the regulatory area and presented a great deal of useful information.

After a break for lunch, the newsletter staff gave a report. Ann McIntosh, Mike Aronson, Barry McQuilken and Marilyn DeAngelis received a big round of applause for the fine job they did getting out the first NFLCP newsletter. The four editors said they needed help, however, and asked people to contribute articles, graphics and time. They said that they also need someone who can work with the computer in getting the mailing list together.

An afternoon workshop, "Working With Your Community," was facilitated by Phil Bailey of Somerville, Massachusetts and Nancy Jesuale of Johnstown, Pennsylvania. Workshop participants discussed many of the problems they have encountered in their communities. Suggestions and advice were offered by those who successfully solved some of those problems.

The Community Education and Philosophy task groups met following the workshops. Phil Lebowitz of Danbury, Connecticut and Paige Amidon of New York, showed a composite tape to the Community Education group. Those attending the meeting said the composite tape, which was about senior citizens, would be a valuable outreach tool. Suggestions were made for other uses as well.

The Philosophy group discussed the draft of the Philosophy Statement which was drawn up at the March meeting of the National Steering Committee. Changes were made in its wording.

The regional business session began with reports from Fanny Cooper, regional treasurer, and Susan Bednarczyk, national steering committee coordinator. Mickey Brandt, national treasurer, reported on the Federation's finances and membership, and stressed the need for people to pay their dues.

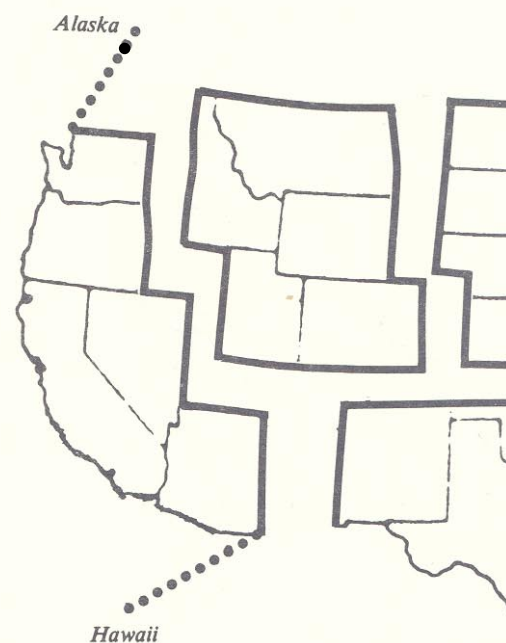
The work done by the Philosophy task group was presented to the meeting by Steve Vedro. He suggested that a draft of the NFLCP Philosophy Statement be printed in the *Newsletter* in order to get more input from members.

Reaching out nationally and answering requests for information were two

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of the goals of the Community Education task group as presented by Jean Rice. David Korte said the FCC task group needed feedback on issues affecting membership, especially local situations.

Fischer stressed the need for state coordinators to help with regional organizing in her regional report. She said that state coordinators can help bring in new members and plan regional conferences.



In other business Sallie Fischer became the Northeast Region's newest representative to the National Steering Committee.

The next meeting of the Northeast Region will take place September 17, with New York City as the proposed site. Members of the region will receive notification of the exact date, place and time.

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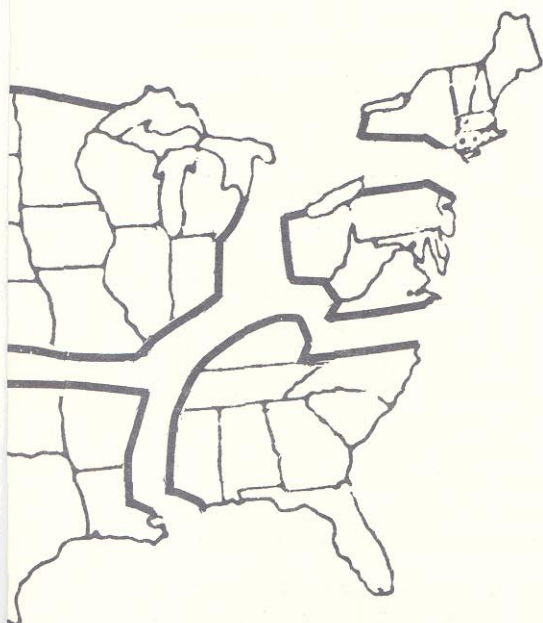
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Southeastern Region

Regional Coordinators:

John Schnur and Ron Kemp
Video Tape Workshop
2316 D. H. Hill
North Carolina State University
Raleigh, NC 27607
(919) 737-3303

The two new Southeast Region Coordinators, John Schnur and Ron



Kemp, ask all area NFLCP members and newsletter readers to contact them soon in order to establish a communications network for the region.

According to the new coordinators, two of the region's major goals are to set up a fall video festival and establish a tape exchange program in the Southeast.

Kemp and Schnur currently work with the North Carolina State University Telecommunications Group. The organization is six months old and is

equipped with a Sony three quarter inch color Portapak, post production editing facilities, and access to studio facilities. The Telecommunications Group works in conjunction with Cablevision of Raleigh and other nearby cable companies. Kemp and Schnur say their latest project is a thirty-minute news magazine program.

(A more lengthy report from the coordinators will follow in the next issue of the NFLCP Newsletter. For the moment, get in touch with them and help activate the region! —Editors' Note)

Mid-Atlantic Region

Regional Coordinator:

Nancy Jesuale
SAC-TV
654 Grove Ave.
Johnstown, PA 15901
(814) 536-1474

Mid-Atlantic Region members are maintaining contact via letters and questionnaires, although the group has not officially reconvened since March 1977 (NFLCP Newsletter, Vol. 1, No. 1), according to Nancy Jesuale, Regional Coordinator.

Jesuale said commitment to local work has made it difficult for members to plan another conference. However, Jesuale is waiting for a response to a plea she sent out to Mid-Atlantic members asking for volunteers to take over conference planning.

There is still great interest among members and semi-members (those who have yet to send in their dues), according to Jesuale.

"We feel confident that in the next few months much more progress will be made in the organizing and activity of the Mid-Atlantic Region," she said.

Jesuale, who has held the position of Regional Coordinator since July 1976,

also asked that someone new take over the coordinator position. She said that since she has been in the position for a year, it is time for "new blood."

"Hopefully, a committed individual will step forward soon," she said.

Far West Region

Regional Coordinator:

Paul Denn
CVC
6225 Federal Blvd.
San Diego, CA 92102
(714) 263-2424

A solid report on the state of cable programming in the Western Region will soon be forthcoming, according to Paul Denn of the Community Video Access Center, San Diego, California.

Denn said he has already identified 66 centers in the Western Region that are involved in cable programming. He has also contacted several media reform organizations in California.

A small network of 25 California cable access enthusiasts had already held a conference in Santa Barbara in March of 1976, prior to the formation of "the Fed," said Denn.

Other Western Region projects include work on a complete Far Western mailing list.

Southwest Region

Southwest Regional Coordinator:

Paul Smolen
303-A W. 29 St.
Austin, TX
(512) 475-7805

Mountain Region

Mountain Regional Coordinator:

John Smith
Grass Roots Network
P.O. Box 20006
Aspen, CO 81611
(303) 925-7784

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Steering Committee Overview: Summer 1977

by Susan Bednarczyk

The National Steering Committee strengthened its ties with the NFLCP grassroots base at its July 9-10 meeting, most significantly in the areas of community education and advocacy. About twenty people, ten of them committee members from as far away as California, attended the three-day session at New York University's Alternate Media Center.

Over the past two months, the NFLCP Steering Committee has stepped up its pace to keep time with the demands of new members, new friends, and new opportunities. With one or two membership pledges arriving on the treasurer's desk every day, steering committee members are optimistic about the future of the growing organization.

In June, NFLCP members began to receive reports on steering committee meetings. The committee hopes that these reports will keep members informed about policy decisions and encourage them to keep in touch with the steering committee and regional representatives. Overviews of steering committee and task force business will appear regularly in the *NFLCP Newsletter* as well.

Recent regional meetings in Iowa, Indiana, and Connecticut, and the publication of the first *NFLCP Newsletter* have brought about quite a lot of excitement over the Federation's potential. Travelers from far-flung places like Chicago, New Orleans, Hawaii and West Germany have stopped by this office recently to discuss the value of a federation in supporting further projects that use video in libraries, schools and cablecasting. Friends from the American Library Association's Video/Cable Task Force have also spoken with the NFLCP about ways the two organizations can harmonize their efforts. The NFLCP Community Education Task Force is encouraged by these developments and plans to meet soon to organize plans for information exchange.

A summer Washington, D.C. excursion found NFLCP representatives at FCC offices, The National Endowment for the Arts and Humanities, the National Science Foundation, the House of Representatives, and the

National Association of Educational Broadcasters. Many people from these organizations had already read the *NFLCP Newsletter* and commended the NFLCP on its high energy level and commitment to local programming.

Conversations with these organizations and others in New York pointed the way for the NFLCP to seek funding for projects and to present facts about cable programming to decision-makers. The Finance Committee is now seeking funding for tape distribution, support for local programming projects and regional conferences. The

Advocacy Task Force is studying members' local concerns and problems, preparing for participation in the September Cable Hearings at the House Subcommittee on Communications, and researching the possibility of filing an FCC petition to encourage more widespread use of city franchise fees for access support.

The next Steering Committee Meeting is set for September 22-23. For further information write to Susan Bednarczyk, Alternate Media Center, 144 Bleecker St., New York, NY 10012. Phone: (212) 777-4430. ■

Buske Made Membership Coordinator

At the July meeting of the NFLCP Steering Committee, Sue Buske of Dubuque, Iowa, took on the job of NFLCP Membership Coordinator. As Coordinator of Regional Coordinators, Buske was felt to be in the best position to undertake the task. However, she is actively seeking help from

members to serve on a membership committee. Committee duties will include preparing a mass mailing, personal contacts with potential members and a letter writing campaign. For more information write Sue Buske, 763½ Chestnut Street, Dubuque, IA 52001. ■

ALA Surveys Video in Libraries

by Emma Cohn

One of the most significant documents to come out of the American Library Association's 1977 conference in Detroit was the summary of the 1977 Survey of Library Video Resources.

The ALA's Video Distribution and Exchange Committee, Video and Cable Communications Section, conducted the survey. Over 300 responses from video-active libraries will, when analyzed, provided extensive data on the kinds of video in libraries. Videotape collections, production and exchange as well as funding resources were all addressed in the survey.

Data now exists in raw form in a 29-page document of coded responses which is being distributed free to all libraries that participated in the survey. Libraries willing to fill out a two-page questionnaire for the next survey are also eligible to receive a copy.

The committee offers the survey results freely in the hope that the information will be used to develop cooper-

ation and resource-sharing among libraries and other agencies.

The data is also available to NFLCP members via the Community Education Committee. For more information write to Jean Rice, NFLCP Community Education Committee, 134 South Street, Northampton, MA 01060. ■

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(continued from page 14)

We hope to hear from other regions and states about activities in their areas soon and suggest that at *any* meeting the Chair appoint a reporter to summarize the meeting and send it directly to the *Newsletter* editors for the upcoming issue. Without this direct report from you to us, we will not be able to include the information in the *Newsletter*. Response to and suggestions for this column will always be welcome. Send remarks either to the editors or to Sue Buske, Regional Development Coordinator, 763½ Chestnut St., Dubuque, IA 52001. ■

Seabrook Video Collective

(continued from page 1)

occupation. On the eve of the event the entire group of thirty met in a borrowed house near Seabrook and made their final plans. It wasn't until then that they knew just how much equipment they actually had, ten Portapaks and an assortment of other equipment.

Once equipment and crew were assembled, ten video crews were set up. Everyone in the group had had previous video experience. Final logistics, along with camera angles and various types of shots were planned. The result was some twenty-five hours of good raw tape.

The Collective Process

Members of the collective said they encountered the usual problems in shooting. Batteries died, crews changed and equipment broke down.

Reliability in such a large group was a key factor, according to collective member David Skillicorn.

"There was really no way, with that many people and that many Portapaks, to really know that equipment, and so what we had to do was rely on peoples' skills within the group," he said.

Skillicorn is quick to emphasize the collective nature of the undertaking. Others in the group also point out the benefits of working together cooperatively.

Said Debbie Dorsey, "You have one main issue. You get people who have never worked together working under that issue, and things work well."

But group members also said that working collectively is sometimes very difficult.

"The process of working together collectively is a hard thing to work out," said Leppzer, "but I think it's really necessary and really invigorating because it shows you . . . what people can do when they work together as a group. . . ."

Collective members were excited by the role video played at the Seabrook occupation.

"That weekend was really a process of being there, being a part of it, and taping, knowing your role within it was to do video," said Skillicorn. "The

potential of video is just now starting to be worked out."

Post Production

In the days following the occupation the group quickly put together an hour-long rough edit of the tape which they showed to limited audiences. The first edit was received enthusiastically, as were later versions.

In fact, the Clamshell Alliance used the group's second rough edit to organize and raise funds in Boston, New York, Philadelphia, and Princeton, New Jersey. The collective has also sent a copy of the tape to Germany, where considerable anti-nuclear activity is occurring.

Although the Seabrook collective is now showing a half-hour version of the

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**With that many people and that many Portapaks we had to rely on peoples' skills within the group.**  
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tape to audiences in New England and New York, airings have been limited to allow the final edit to have the greatest possible impact when it is completed in the fall.

Video and Social Change

As for the actual shooting in the field, the collective's documentary style differed greatly from that of traditional media covering the event.

"I learned a lot about the methods and impact of the media by seeing the kinds of things the straight media people were focusing on, the kinds of reporting they were doing, and the misinformation people were getting," said Joffe. "The more that was happening, the more I realized that what we were doing was really important."

"There is no such thing as objectivity or neutrality in reporting," according to Leppzer.

"Media serves a very important role in a movement for social change," he said. "It's important for media people to have some sort of political perspective to their work."

The group plans to use the "Seabrook Tapes" for public education as well as fund raising and organizing. In

addition, they have also produced a series of anti-nuclear public service announcements which are also being aired.

"The important thing for us is that people be informed about something that happened that was of major consequence to the people of this country and other countries," said Joffe.

As the collective moves into a summer of logging, additional shooting and editing, the energy level remains high. Though not every one of the group's thirty original members is participating in every aspect of post production, the cooperative spirit continues.

When the tape is complete in the fall, the Seabrook video collective will not only have produced an interesting and informative documentary, they will also have demonstrated that it is possible to make a quality, cooperatively-produced and politically important

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video tape.

Members of the collective say they hope their efforts will inspire others to do the same kind of work.

"This work has heart in it," said Jay April. "We did it because we love to do it, not because somebody assigned us to do it or that we had to do it. That's the real difference, I think." ■

*For additional information on the collective or final tapes, contact: Phyllis Joffe, 66 Elmwood Road, New Haven, CT 06515 or Robbie Leppzer, Box 840 Hampshire College, Amherst, MA 01002.*

## Dubuque Access Group Forms

On April 4th, access users and potential users took the first step toward organizing an access group in Dubuque, Iowa, when representatives of numerous community groups met to discuss access potential in Dubuque. Already in use for two years, access will now be explored by a larger cross section of the local population.

The group has appointed a Board of Directors and plans to mail out brochures to help inform more citizens about access. ■



# Advocacy Committee Meets with FCC

Members of the FCC staff assured the NFLCP Advocacy Committee recently that the Commission is committed to making access a part of the plan for a national communications system, according to David Hoke, committee chairman.

Hoke and several other committee members met recently with Bill Johnson, policy and rule making chief; James Hobson, cable bureau chief; and Sharon Brieley, research staff, to discuss the problems of cable access.

According to Hoke, the NFLCP representatives told the FCC that FCC rulings are often vague and lead to conflicts over interpretations. Brieley responded that she is currently writing a guide for access use which will clarify FCC positions on reasonable rates for playback, equipment standards, and use of franchise fees, said Hoke.

## Access Guide "in English"

Brieley also told the NFLCP group that this new version of the FCC access rulings would be written in "English" so that people who have not studied media law can understand it. She suggested that people who want to be involved in FCC proceedings write for a free subscriptions to the FCC Actions Alert, a weekly update on Commission actions.

A comprehensive package of regulations that affect cable television and access is also available, said Brieley. But she asked that, due to the FCC's limited budget, only people with a real need for the information request it.

## The FCC — Reluctant Referee

The role of the FCC as "reluctant referees" was also discussed at the meeting. Hobson said it was difficult for the Commission to write regulations to cover all the contingencies of local access. He suggested that access users first try to negotiate with operators and municipalities. If negotiations are not satisfactory, Hobson said, the access user should then contact the FCC to act as referee.

The NFLCP Advocacy Committee is currently preparing step-by-step guidelines for requesting NFLCP support in such actions. This document will be sent to members soon, said Hoke.

The advocacy committee is also working on a petition to reconsider FCC rules on the use of franchise fees for access facilities. Existing rules prohibit the use of franchise fees for access, but the Commission has been granting waivers as a matter of practice.

For further information write to David Hoke, 122 N. Duke Street, York, PA 17401 or call (717) 843-7727.

For a copy of FCC Actions Alert, write FCC Public Information Office, Room 207, 1919 M Street, NW, Washington, D.C. 20554. For FCC Publications, write FCC Cable TV Bureau, Room 6102, 2025 M Street, NW, Washington, D.C. 20554. ■

## Legal Briefs

(continued from page 6)

network programming with a better mousetrap, also carried with it enough channel space to provide the very service that forced so many UHF stations into bankruptcy — small scale local television programming! With a little wheeling and dealing around the third report and order, FCC liberals, led by Nicholas Johnson, managed to structure a set of access requirements for cable television. Local access may be a keystone of the 1934 Communications Act, but it exists today in large part because it was a cheap enough concession that reformers managed to squeeze in between all the big money-makers on the cable.

Today local programming lies mainly in the hands of access producers and community groups because the channel space is free, because no one else is interested in providing local television and because local channels are piggybacked onto a wire that brings sports, movies and entertainment into

peoples' homes.

Local programmers beware! As Congress and the FCC examine new distribution channels for the 1980s and attempt to integrate cable and over-the-air television with a grab bag of Betamax, Videodisc and fiber optics, local programming may become extinct. Local programmers should begin working now to ensure that local programming does not get lost in the shuffle.

## The Great Rewrite: Act One

The first act of the great "rewrite" opened this spring with the release of a set of staff option papers for use by the House Communications Subcommittee. Staff Assistant Karen Possner wrote a controversial paper on cable television that calls for a re-examination of the basic assumptions about "cable's behavior and impact" on competing technologies, broadcasting in particular.

Possner proposes "a period of unregulated experimentation." This could mean the elimination of all content related regulation, such as signal carriage rules, and/or the elimination of all technical requirements, including the access and channel capacity requirements.

Two principal regulatory approaches to cable television are discussed in the Possner report. The first approach would regulate the cable television industry as a "multi-channel broadcaster," subject to equal time and fairness regulation, but with no regulation of rates. On the other hand, Possner presents the option of regulating cable as a common carrier, with rate regulation, but no regulation of program content. She suggests that the second course would permit the "marketplace rather than artificial regulatory barriers to influence service development and provision."

Possner lets the responsibility for establishing national telecommunications goals, and defining cable television's role, rest with Congress.

The House Subcommittee will be conducting panel discussions and seminars on the rewrite options throughout the summer. Cable hearings are scheduled for the week of September 19th. A draft bill to amend the Communications Act is expected to be ready by the



first of next year. To order a copy of the option papers, write: Document Number 052-070-04043-2, Superintendent of Documents, United States Government Printing Office, Washington, D.C. 20402, along with \$5.25.

## NFLCP Advocacy Update

The NFLCP Advocacy Committee is preparing a statement for the House hearings. Members are invited to participate in the policy making process by submitting comments to Regional Coordinators.

## Precedents for Access Support and Growth

What kinds of difficulties are you having with your cable system management? This column, along with the NFLCP Advocacy Committee, is interested in studying the variety of ways

that local cable operators meet the letter of access requirements but not the spirit. Write to us about problems you have with:

- equipment availability (how available?)
- cost for the use of production gear
- outside funding for access centers vs. operator funded access (who plays the tapes back, who provides the gear, etc.?)
- equipment repair
- availability of technical help and access coordinators

If the data reveals a substantial amount of conflicting interpretations of the basic access rules, the NFLCP can ask the FCC for a clarification of its rules, and perhaps set some new precedents for access support and growth.

Send your comments to Legal Affairs Editor, *NFLCP Newsletter*.

Special thanks to David Korte for help in the preparation of this column. ■

## Access in Belgium

(continued from page 4)

Work in half-inch video began three years ago. It seems a ward representative on the city's governing body persuaded the city to buy a mediabus full of all sorts of electronic goodies, in an effort to create a popular image for himself. Because my French is minimal, I never got a clear story of the early days of operation. But I did get the impression that mediabus quickly became a political hot potato!

### **A ward representative persuaded the city of Brussels to buy a Mediabus full of all sorts of electronic goodies, in an effort to create a popular image for himself.**

Mediatheque staff members who had been to French Canada and had seen the work of Societe Nouvelle (the French version of "Challenge for Change" at the National Film Board) wanted to try video. The city of Brussels agreed to let them have a go.

It is hard to say just how much of the work I saw at the Mediatheque studios was sparked by staff members and how much by the neighborhood groups themselves. But even a brief review of sample tapes made it clear that the access effort was firmly rooted in com-

munity needs and organization. Mediatheque staff members follow a "facilitator" role model. Most recording is done by neighborhood groups, with all editing done under their direction, if not by the groups themselves.

The bus, incidentally, which was designed as a production center, proved to be of more use as a rolling advertisement and now serves as an equipment van.

Demand for Mediatheque's video access service is high. Great emphasis is placed on utilization. Groups with a

coherent plan for playback of tapes are given priority.

When I asked if tapes produced with Mediatheque's help would ever have a chance to be broadcast on Belgian television, the response was a disinterested "maybe." It seemed that the political and organizational problems required to get tapes broadcast was not worth the effort to the fellows at Mediatheque. They preferred to work, instead, on enlarging access to the kind of service they have been providing to only a small number of neighborhoods

in Brussels.

"What about making a composite of your tapes and showing it to the broadcast authority? That ought to show them what really vital access broadcasting could be like," I enthusiastically suggested.

Perhaps the subtlety of the response was lost in translation. But I got the feeling they were saying something like, "If we keep on working quietly, we'll be permitted to go into more neighborhoods and help more people. Create a fuss and you'll never know what might happen. . . ."

Where have we heard *that* before? ■

## Possner

(continued from page 3)

like access to channels.

The NCTA's response to the Possner report will not contain more rhetoric, according to Wheeler.

"Everyone in the industry can be proud of the response we are drafting," he said, "the Subcommittee staff will be hard pressed to call it more of the same."

"They are going to hear the same song," he added, "but we will give them a detailed plan on how to accomplish it."

The main thrust of the NCTA's response (the complete version was not available at press time) supports Possner's "deregulatory" options for cable. According to Wheeler, the NCTA will present a detailed plan on how to monitor the effects of deregulation prepared at cable hearings in September.

Wheeler would not comment, however, on how the NCTA plans to monitor the effects of deregulation on access channels. But he did say, "There has been a great deal of discussion on that one."

Possner's controversial report was issued as part of the 664-page "options papers" prepared by the Subcommittee staff. The "basement to attic" rewrite of the 1934 Communications Act will be based initially on this document. The options papers cover all major issues in communications today.

The NFLCP Advocacy Committee plans to analyze specific proposals in the report and present a response sometime in August. ■



# Info Matchup

These categories represent only some of the possible kinds of information that people need or are willing to share. Please send in your items for this column and respond if you can to people who ask for help.

## Special Action

**Info for Advocacy Committee** The NFLCP Advocacy Committee would appreciate some assistance in their current research. They are seeking:

1. Reports, papers, etc. on relationships between federal, state, and local regulation of cable.
2. Reports, papers, articles, etc. on Communications Act rewrite (as related to cable).
3. Info on experiences in attempting or securing the use of municipal franchise fees for subsidizing access use.

Please send any such info to NFLCP Advocacy Committee c/o David Hoke, 122 N. Duke, York, PA 17401.

**Broadcast TV Channel** The Front Range Educational Media Cooperative in Broomfield, Colorado is seeking a VHF TV frequency for the Denver area. Last March 28 they passed the fateful "cut-off" date with no challenge filed by a competing group, putting them one step further. They see groups like theirs involved in alternate television as a potential network for independently produced programming. A conference is being planned for late summer where groups with similar interests could begin making plans for such a program exchange. Contact: John Schwartz, 510 S. 41st St., Boulder, CO 80303, phone (303) 494-4172.

## Bulletin

**Videotapes Available** The Alternate Media Center is making a new collection of Videotapes available to groups and individual access users. The material is drawn from the work of Cable Television Apprentices over the past three years, and is meant to stimulate interest in and spark discussion about Community Programming. Send a blank tape in either the 1/2" or the 3/4" format, or pay for the cost of a new one. The tapes have been indexed according to both their subject and their use — from African Culture to fund raising to flying saucers. Three hundred and fifty titles are listed in a seven-page catalogue. You may also ask for descriptions of any particular tape that you would like to know more about. Since copies are third and fourth

generation, they will be suitable for closed-circuit viewing rather than cable-cast. Contact: Bob Pinto or Susan Bednarczyk at AMC, 144 Bleecker St., New York, NY 10012.

**Tape Exchange Network Needed** Sam Low, program director for Westbrook Cablevision, wants to set up tape exchange relationships with as many local programmers as possible. Will anyone interested in such an exchange please contact him at Westbrook Cablevision, 838 Main Street, Westbrook, ME 04092, telephone (207) 854-8484. Westbrook Cablevision is pro-



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ducing 3/4" black and white documentaries on Maine life. A tape on the Alewife fisheries and on a passive solar house produced by CETA sponsored carpentry trainees has already been produced. Other tapes will feature Maine industries (sailmaking, wood stoves, windpower, brickmaking, cabinetmaking, etc.) and Maine people (video profiles). Many of these tapes should be of interest to people living in other states. Low is also interested in promoting the idea that other cable programmers produce compatible programs based on a series theme, such as — "alternative energy use" — and that these programs form a series which is bicycled around a cable network.

**Lawyers for the Arts in Massachusetts** is a referral service of the Massachusetts Arts and Humanities Foundation, Inc., started to provide artists, including those involved in film and video, with access to low or no fee services for art-related law problems. A monograph dealing with the new copyright law and its ramifications for artists is planned and should be published within the next few months. Contact Mass. Arts and Humanities Foundation, Inc., 14 Beacon Street, Boston, MA 02108, (617) 723-3851.

**Manitoba Historic Film Survey** The Winnipeg Film Group is currently engaged in a project which will compile information concerning the existence of all film shot in Manitoba, both amateur and professional, from the beginning of filmmaking in this Canadian Province through the year 1945. Research material collected through the survey will be available to historians, filmmakers and other researchers. Anyone having information on film shot during the first five decades of filmmaking in Manitoba are asked to contact the Manitoba Historic Film Survey, Winnipeg Film Group, 24-221 McDermot Avenue, (204) 942-7153, 942-6795.

## Funding

**Federal Funding by Computer** A new computer system has been developed to provide local communities with information, by category, about all the federal funding for which they qualify. The Federal Assistance Programs Retrieval System (FAPRS) is supposed to have a terminal in each congressional district. Currently it's hard to identify video funding through the computer, but it will be easier in the fall when an entire "education" funding component will be added to the data bank. Your congressman or Regional Planning Board can help you find access to the terminal in your district.

**The Support Center** A nonprofit public interest organization that provides other public interest organizations with management support, business support, business information, and a full range of related organizational services. They can help plan funding strategies, organizational structure, etc. to local access and video groups. Charges are based on the ability of the client organization to pay. The Support Center, 1424 16th St., NW, Suite 201, Washington, D.C. 20036.

## Publications

**What will a foundation look for when you submit a grant proposal?** Available from the Foundation Center, 888 Seventh Ave., New York, NY 10019.



**Using the Grants Index to Plan a Funding Search** Reprinted from Jan/Feb 1976 *Foundation News*. Available from the Foundation Center (see above).

**Program Planning and Proposal Writing** Reprinted from the *Grantsmanship Center News*, 1015 W. Olympic Blvd., Los Angeles, CA 90015. 1-10 copies \$.75 each.

**City Hall — An Important Resource for Your Organization** Reprinted from the *Grantsmanship Center News* (see above). 1-10 copies \$.75 each.

**Ways and Means Handbook** This guide to moneymaking projects is available from Consumer Services, The Sperry and Hutchinson Company, P.O. Box 935, Fort Worth, TX 76101. \$.10 per copy.

**Fund Raising for Cable Television Projects** by Peg Kay, Cable Television Information Center, The Urban Institute, 2100 M St., NW, Washington, D.C. 20037, (202) 872-8888.

## Hardware

**Tape Trouble** I have had a lot of trouble with drop-out after two or three passes of STE (Studio Tape Exchange) videotape. It is cheaper (by dollars). Has anyone else had the problem? Ann McIntosh c/o the *Newsletter*.

**Proc Amps and TBC's** Beware of inexpensive time base correctors (those in \$3,000-5,000 range) warn Ann McIntosh and Terry Lockhart at MIT Film Section. Often the "window" of these machines is not wide enough to help your half-inch problems. However, they report that a new processing amplifier designed by Eric Seigel appears to do things for half-inch that people always said were impossible. Cost: \$2,500. Send inquiries to the *Newsletter*.

**Broadcast Hardware** RCA's periodic announcements of sale of discontinued equipment are reportedly a source of incredibly cheap broadcast hardware. Write: Commercial Comm. Systems Div., RCA Bldg. 2-7, Camden, NJ 08102, attn: R.N. Emerson.

## Calendar

**September 17 NE Regional Meeting** The Northeast Region of the NFLCP will meet in New York City the weekend of September 17, 1977. All paid members will receive information about the conference. Any interested persons should contact Sallie Fischer, Northeast Coordinator, NFLCP, P.O. Box 75, Derby, CT 06418. Tel.: (203) 735-7075, 735-6203.

**November 17-20 West Coast Women's Video Festival** The Women's Communication Coalition is sponsoring this first annual festival of women's videotapes. Please submit by August 15 in B&W or color, 1/2" or 3/4" format. All tapes will be played on B&W monitors. Tapes in which men have participated will not be excluded. However, it is important that women play the leading role in the production and direction. For more info and application contact: Robin Citrin, 169 Purdue Ave., Berkeley, CA 94708. Tel.: (415) 526-3954, or Sherry Stern (415) 661-4678.

## Community Education

### Access Centers Reach Out

by Jean Rice

Senior citizens, environmental groups, civic improvement groups, libraries, schools, and a multitude of other organizations have used the public access channel to express opinions, exchange information, highlight community events and experiment with television programming designed for specialized audiences.

But without a strong outreach effort, many citizens would be in the dark about access. Here are some of the more successful ways that access centers use to generate community support.

### Mailings, Manuals, Meetings

Some access centers find seasonal mailings helpful in contacting organizations. But center staff members note that mass mailings are successful only when followed by a phone call. Other centers give operational manuals that describe policy, hours and workshop schedules to workshop participants. Information about center activities is

also relayed at organizational meetings by center volunteers and staff members. Newsletters provide another vehicle for updating community members on center operations.

### Open House

In Dekalb, Illinois, the annual open house, which is cablecast live from the center, generates interest not only from users of the channel, but also from home viewers. Open houses have included live programming of the actual event, interviews with producers, and a sampling of access programming produced throughout the year.

The access organization in Amherst, Massachusetts uses fairs to interest people in programming.

A contest to find a logo for the access channel was held in Ann Arbor, Michigan. Interest was generated within the community about the access center through the promotion for the contest, which included descriptions of prizes donated by local businesses. The Ann Arbor Access Office also conducts yearly access "Celebrations."

Seventy hours of programming was cablecast during last year's Celebration. The Celebrations have been so successful in involving new people in programming that many of these new users have continued to produce programs.

In Columbus, Indiana the Video Access Center promoted and sponsored an awards night to recognize "public video artists, producers, and performers" for their efforts in producing outstanding programs. The center has also sponsored video potluck dinners. The center's newsletter, *Videogram*, invited people to "bring your tapes, your best cooking, your family, and enjoy the fellowship of others hooked on making their own TV."

Centers around the country have used the access channel, radio, and newspapers to inform community members about the training and equipment that is available. Several access staff members say personalized follow-up is essential to successful outreach programs. Equally important is sufficient financing and staff to conduct the outreach activities.

If you have another outreach method to share or would like to learn about other methods, contact the Community Education Committee, 134 South Street, Northampton, MA 01060. ■



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## How to Become a Member of the NFLCP

At the Steering Committee meeting of the NFLCP, it was voted to standardize membership on a national level as follows:

Individual membership is \$15. This entitles a member to one newsletter subscription, admission to national and regional conferences at cost, and a reduced rate on all NFLCP informational services. These dues will carry you up to September 1978 if you subscribe now.

Organizations and access centers can be members for \$50 annually (sliding scale available to cases of *special* need). This fee includes two newsletter subscriptions, two conference admissions at cost, and all informational services free of charge. It enables your organization to establish relations through the NFLCP to the FCC and other Washington commissions.

Sponsoring members will pay a minimum of \$100, and any sponsor will receive all benefits mentioned above. In essence, *membership entitles your voice to be heard.*

## How to Subscribe to the NFLCP Newsletter

You may subscribe to the *Newsletter* without becoming a member. Individual subscriptions are \$7.50 annually, and organizations will receive the publication for \$15.

### TEAR OUT AND RETURN THIS FORM

#### Membership (includes newsletter)

Circle one:

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